

of chapters prevails as the last expression of the Legislature.

**SUBTITLE 3. UNFAIR OR DECEPTIVE TRADE PRACTICES.**

**13-301. UNFAIR OR DECEPTIVE TRADE PRACTICES DEFINED.**

**UNFAIR OR DECEPTIVE TRADE PRACTICES INCLUDE ANY:**

(1) FALSE, FALSELY DISPARAGING, OR MISLEADING ORAL OR WRITTEN STATEMENT, VISUAL DESCRIPTION, OR OTHER REPRESENTATION OF ANY KIND WHICH HAS THE CAPACITY, TENDENCY, OR EFFECT OF DECEIVING OR MISLEADING CONSUMERS AND WHICH IS MADE IN CONNECTION WITH:

(i) THE SALE, LEASE, RENTAL, LOAN, OR BAILMENT OF CONSUMER GOODS OR CONSUMER SERVICES;

(ii) THE OFFER FOR SALE, LEASE, RENTAL, LOAN, OR BAILMENT OF CONSUMER GOODS OR SERVICES;

(iii) THE EXTENSION OF CONSUMER CREDIT; OR

(iv) THE COLLECTION OF CONSUMER DEBTS;

(2) REPRESENTATION THAT:

(i) CONSUMER GOODS OR CONSUMER SERVICES HAVE A SPONSORSHIP, APPROVAL, ACCESSORY, CHARACTERISTIC, INGREDIENT, USE, BENEFIT, OR QUANTITY WHICH THEY DO NOT HAVE;

(ii) A MERCHANT HAS A SPONSORSHIP, APPROVAL, STATUS, AFFILIATION, OR CONNECTION WHICH HE DOES NOT HAVE;

(iii) DETERIORATED, ALTERED, RECONDITIONED, RECLAIMED, OR SECOND HAND CONSUMER GOODS ARE ORIGINAL OR NEW; OR

(iv) CONSUMER GOODS OR CONSUMER SERVICES ARE OF A PARTICULAR STANDARD, QUALITY, GRADE, STYLE, OR MODEL WHICH THEY ARE NOT;

(3) FAILURE TO STATE A MATERIAL FACT IF THE FAILURE DECEIVES OR TENDS TO DECEIVE;

(4) DISPARAGEMENT OF THE GOODS, SERVICES, OR BUSINESS OF ANOTHER BY A FALSE OR MISLEADING REPRESENTATION OF A MATERIAL FACT;

(5) ADVERTISEMENT OR OFFER OF CONSUMER GOODS OR CONSUMER SERVICES: